Strategic Product Placement Analysis – Project Documentation

1. Introduction

• **Project Title:** Strategic Product Placement Analysis

• **Team Members:**
 - P. Nandhini – Data collection &Extraction, Data preparation, Data Visualization, Performance testing & Web Integration.
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2. Project Overview

• **Purpose:**
  The purpose of this project is to analyze and visualize product placement performance across different regions and store segments. The project aims to assist businesses in making data-driven decisions for maximizing product visibility and customer reach.

• **Features:**
- Interactive Tableau Dashboard
- Tableau Story highlighting key insights and KPIs
- Embedded visualizations into a responsive HTML website
- Clean UI with section-wise layout for both dashboard and story

3. Architecture

• **Frontend:**
- Simple HTML5 and CSS3 website
- Responsive layout with embedded Tableau visualizations

• **Backend:**
- No backend server required (static website)
- All logic handled on client-side with Tableau JavaScript API

- **Database:**
  - Not applicable (data hosted on Tableau Public)

4. Setup Instructions

- **Prerequisites:**
  - Web browser (Chrome, Firefox, or Edge)
- Internet connection to load Tableau embeds

- **Installation:**
1. Download the index.html file
2. Open the file in a browser (double-click or right-click > Open with)

5. Folder Structure

StrategicProductPlacement/

```
│
├── index.html       # Main HTML file with embedded dashboard and story
└── assets/          # (Optional) CSS/images if used in future enhancements
```

6. Running the Application

- No server setup is needed.
- Simply open index.html in any browser.

7. API Documentation

- Not applicable – Tableau embeds handle all visualization via iFrames and scripts.
- Tableau JavaScript API is used to load visualizations.

8. Authentication

- Not applicable – Tableau Public content is publicly accessible and doesn't require authentication.

9. User Interface

- **Sections:**
- Header with project title

- Dashboard section with product analysis
- Story section showing visual walkthrough
- Footer with copyright

• Design:
- Minimal, mobile-responsive layout
- Embedded Tableau elements resize based on screen width

10. Testing

• Manual testing done across:
- Chrome
- Firefox
- Mobile view (responsive test via DevTools)

11. Screenshots or Demo

• Dashboard Preview:
https://public.tableau.com/views/stratagicproduct/Dashboard1?:language=enUS&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

• Story Preview:
  https://public.tableau.com/views/stratagicproduct/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

• Live Demo:
  Open index.html locally or host using GitHub Pages/Netlify.

 vide link:

https://drive.google.com/file/d/1Y6Z5tzW2RWVblgkiU8R7d5qlSZqtoZI/view?usp=sharing

12. Known Issues
• Tableau visualizations may take a few seconds to load on slow internet connections.
• Requires internet access to fetch from Tableau Public.

13. Future Enhancements

• Add filters or controls to interact with visualizations directly from the website

• Host the project using GitHub Pages for public access
• Enhance styling with a CSS framework (e.g., Bootstrap or Tailwind)
• Integrate Google Analytics to track user engagement